

Provost-gram

An Update from Rowan University Provost Ali Houshmand

Volume 12, March 2009

Comments from the Provost

This issue of the Provost-gram will be mainly devoted to providing the campus with an update on the progress of the new degree task forces. As you read through the various reports, I am sure that you will agree that the dedication of the task force members is evident in the progress that has been made. I applaud the members of all the task forces for their work and look forward to receiving their final reports.



Allied Health

Dick Fopeano, Chair, Doug Mann, Rob Sterner, Alison Krufka, Virginia Wilson

The Allied Health Committee is investigating the possibilities of expanding the current course offerings at Rowan to include programs in the areas related to Allied Health.

The committee focused on 1) researching the local curriculum offerings in Allied Health, reviewing the web sites of the seven Community Colleges in South Jersey, Stockton and UMDNJ, 2) reviewing social trends and changes in the current health care delivery system, 3) identifying possible general areas of study such as nursing, geriatrics and nutrition. The technical fields were also looked at, but the committee deduced that there would be a substantial start up technical cost to establish some of

those majors and, 4) investigating partnerships with established medical schools in the Philadelphia/South Jersey area. For spring 2009, the committee has undertaken the task of conducting a wider needs analysis. This will include interviewing and/or surveying the 1) personnel in the community colleges to discuss a role that Rowan could fulfill in program development and delivery 2) local health care providers to determine the professional staffing needs in this area 3) literature for anticipated employment trends and staffing shortfalls; and researching the cost of developing specific academic programs in the Allied Health field.

Architecture

Maia Farish, Chair, Mary Acciani, Fred Adelson, Susan Bowman, Doug Cleary, Beth Dombkowski, Jane Graziano, John Hasse, Jim Newell

The Architecture Task Force began by investigating projections for the field, the various models used in Architecture programs, the curriculum of such programs, the needs in our geographic area and current resources at Rowan to support an Architecture program. Committee members interviewed area architects, looked at accreditation standards, reviewed curriculum from architecture programs at various universities, and visited the Urban Studio of Auburn University to learn about an

urban architecture program connected to the city of Birmingham and surrounding towns in Alabama. The predominant types of architecture programs studied were a five-year architecture program (B. of Arch) which can be accredited, a four-year B.S. in Architecture, and a four-year non-architecture degree plus three years Masters' program. Based on all the data gathered thus far, the committee has recommended that Rowan initially pursue a 4-year pre-professional degree, with a focus on

sustainability. Justification for this recommendation is based on: a) the opportunity to leverage existing university resources (number of existing courses); b) the ability to shape the program to Rowan's needs without the constraints of the NAAB accreditation requirements; and c) information from committee consultants. The committee feels it is critical to incorporate sustainable design and an

additional core in sustainable community development, and should make use of the facilities available at our Camden Campus. In spring 2009 the committee will gather more information from potential employers and students, work with professional organizations, begin to develop curricular possibilities, and initiate a business plan to assess resource requirements.

Hospitality

Robert Fleming, Co-Chair, Rick Hale, Co-Chair, Yazan Barqawi, Francie Pagell, Manuel Pontes, Robert Rawlins, Terrance Ruf, Asadeh Nia-Schoenstein, Carol Welsh

The Hospitality Task Force initially began by examining the perceived unmet educational needs of the hospitality industry, how unmet educational needs might be satisfied at or by Rowan, the composition of hospitality programs in the immediate area both at the community college and four-year university levels and the potential student demand. In addition, there was an analysis of the qualifications of the current Rowan University faculty/staff to support a new program and how educational services might be provided. Finally, there was consideration given to what fiscal and physical resources were required to launch a hospitality program. During its deliberations the committee invited several persons involved in the industry to meet with it to share thoughts on whether a hospitality program is needed and if so, what that program should

contain and the methodology of instruction. The committee examined various program models and implementation options. As a result of these initial deliberations, committee members decided to undertake a more comprehensive marketing analysis. In spring 2009, the committee held its first focus group for ten professionals in the field of hospitality in Atlantic City, NJ. Discussion centered on the challenges facing the regional hospitality industry, competencies required for entry level personnel and advancement, met educational needs, those not being fully addressed, characteristics of desirable educational programs, and the role Rowan could play in addressing unmet needs. The committee plans to hold additional focus group meetings and analyze the findings to make curriculum recommendations.

MFA

Joseph Bierman, Chair, Keith Adams, Ron Block, Susan Bowman, Jeff Maxson, Diana Nicolae, Jennie Thwing, Bill Wolfe

The MFA Task Force was charged with the responsibility to evaluate the creation of a Master of Fine Arts (M.F.A.) in Communication Arts. The interdisciplinary graduate degree under consideration would be offered jointly through the College of Communication and the College of Fine and Performing Arts. The broad idea of the program would be to draw from the three existing departments of Art, Writing Arts and Radio, Television and Film to develop a curriculum that reflects the convergence of the various disciplines in contemporary digital media and prepared students for a variety of related careers. The committee initially explored models of interdisciplinary programs nationally, identified competitive programs within the region, identified potential student populations that might be served by a new program, and identified and compared existing accreditation or disciplinary guidelines that might be used to shape the interdisciplinary curriculum design. After drafting an initial curriculum model, the Task Force

submitted a proposal to present the draft curriculum model before the International Digital Media & Arts Association at their 6th annual conference at the Savannah College of Art & Design in early November, the focus of which was the future of digital media art, education, and commerce. Based on the feedback from conference participants and an analysis of other models presented at the conference, the Task Force redesigned the curriculum model to consolidate the various specializations represented in the earlier draft curriculum into a single interdisciplinary degree that would be unique in our region at the graduate level. In spring 2009 the committee will focus on 1) market research by identifying the population that have a BA degree, and surveying internal students and former students, design, advertising, and multimedia firms, 2) the cost to deliver the program in terms of faculty needs and space considerations for various delivery models and 3) a timeline for a possible curriculum implementation.

Pharmacy

Cathy Yang, Chair, Robert Newland, Stu Slater, Cristina Iftode, Shreek Mandayam, Katherine Dayton

The Pharmacy Task Force conducted a very thorough market analysis for the industry as a whole and the region, and a cost analysis for beginning a program at Rowan. Committee members looked at the projected

needs for pharmacists, regional population demographics, the specialties within the profession with greatest need, the local needs and competition, and the current Rowan offerings for inclusion in a pharmacy

program. They found that pharmacy is the nation's third largest health profession, and that the need for pharmacists in all areas continues to grow with a projection that more than 157,000 pharmacist jobs will go unfilled by 2020, creating opportunities for individuals interested in pursuing a career. The committee provided specific information about New Jersey and the South Jersey area indicating three major employment growth areas of marketing, basic research and clinical development, areas that should continue to grow for the next 10 years. In contrast, New Jersey public higher educational institutions produce a relatively small number of individuals with those specific

degrees, particularly in biological sciences, chemistry, and pharmaceutical sciences. New Jersey is also one of the few states that has only one Pharmacy School. New Jersey's population trends, the presence of a large pharmaceutical and medical technology industry, the lack of substantial competition, and the current faculty expertise and scholarship led the task force to recommend the establishment of a six year PharmD program with two academic departments: Pharmaceutical Sciences and Pharmacy Practice. Preliminary budget estimates were made with the assumption that one hundred students will be in each class.

Systems Engineering

Shreek Mandayam, Chair, Ralph Dusseau, Ganesh Baliga, Mira Lalovic-Hand, Adrian Rusu, Ravi Ramachandran, Beena Sukamaran, Jia Wang

The task force gathered initial data from major area business to provide a focus for developing a curriculum. It also began to look at different curriculum models and the resources that already existed at Rowan. In spring 2009 committee members will continue to explore 1) the curricula for notable Systems Engineering programs, specifically looking at different types of offerings; an undergraduate concentration, an undergraduate major, a graduate specialization, and a graduate major 2) the market

demand for Systems Engineers in the local area and employer requirements for Systems Engineering graduates and 3) local competition for Systems Engineering programs. The committee will also schedule meetings with consultants in the field who can guide the deliberation. Based on the findings from the above, the committee plans to propose a timeline for developing a program at Rowan and determine resource demands.

CPCE Update – Dr. Horacio Sosa

In fall 2008 CPCE offered courses in collaboration with twelve academic departments housed in five different

colleges. Below is a fiscal summary for fall 2008 (round off numbers).

Total number of courses offered	39
Total enrollment (seats)	704
Total student credit hours (SCH)	2237
Instructional costs	\$127,026
Departments' net	\$124,328
Deans' net	\$ 76,974

Admissions Update – Mr. Albert Betts, Jr.

As of the second week in March the average combined critical reading and math SAT of freshman applicants to Rowan for fall 2009 is up an impressive 18 points compared to fall 2008. This fact, combined with changes made in the Office of Admissions to accelerate the application evaluation process, has resulted in almost 1000 more freshman offers of admission being made than at this same point last year. As with everything else, the economy has created much uncertainty within the realm of college

admissions. It appears as if Rowan may be gaining applications from students who had originally planned to attend more expensive private schools, while on the other hand losing applications from students who are opting to attend a less expensive county college rather than a four year school. To accommodate an unusually high number of requests to apply late the freshman application deadline has been extended to April 1.